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## IMAGES ARE BEST AVAILABLE COPY.

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Applicants: Baumgariner et al. UV-254
Application No.: To Be Assigned
Conf. No.: To Be Assigned Filed: Herewith
For: INTERACTIVE TELEVISION SYSTEM WITH
TEMPLATES FOR MANAGING VENDOR-SPECIFIC
VIDEO-ON-DEMAND CONTENT
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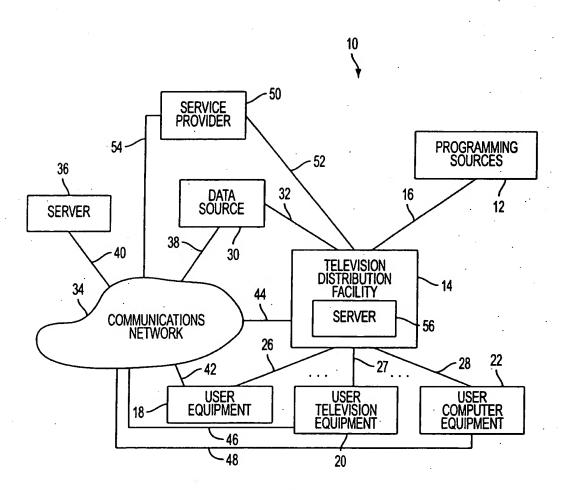


FIG. 1

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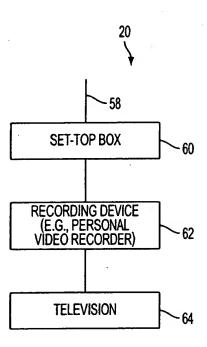


FIG. 2

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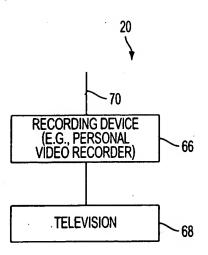


FIG. 3

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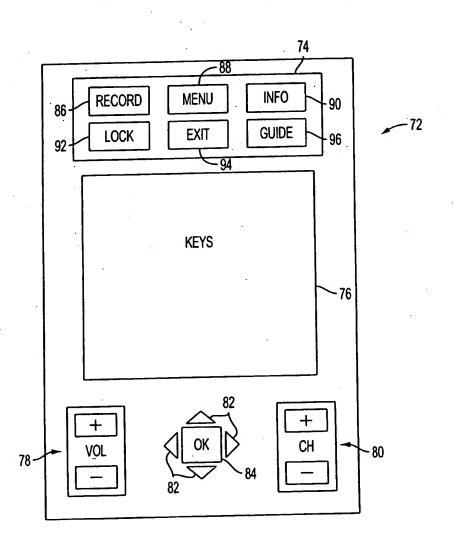


FIG. 4

Applicants: Baumgartner et al, UV-254
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For: INTERACTIVE TELEVISION SYSTEM WITH
TEMPLATES FOR MANAGING VENDOR-SPECIFIC
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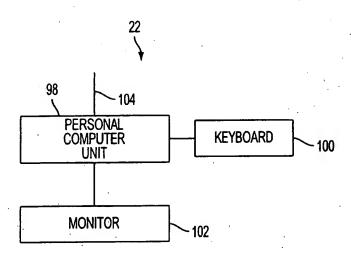


FIG. 5

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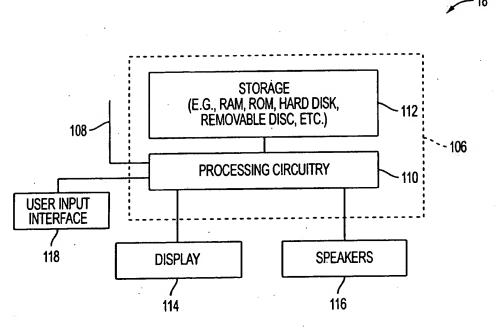


FIG. 6

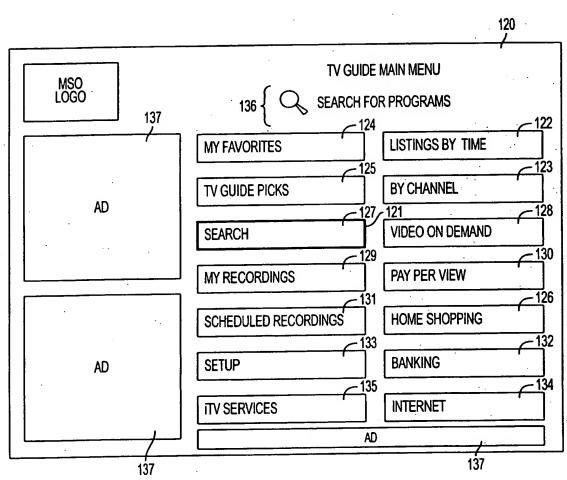


FIG. 7

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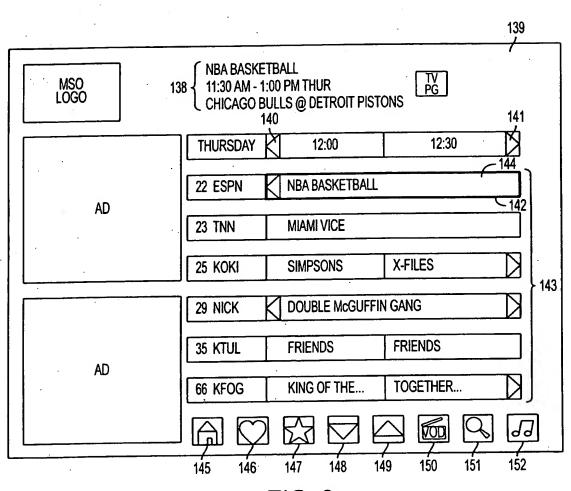
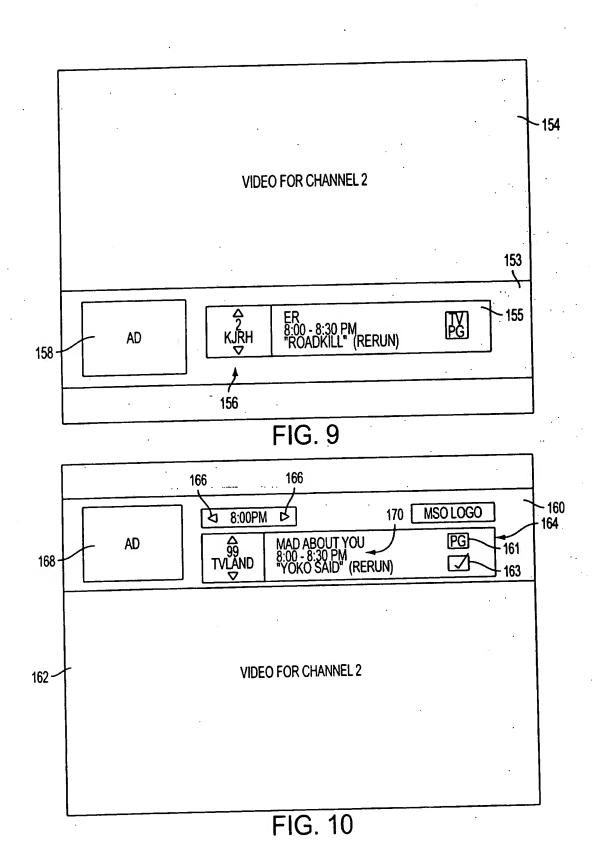


FIG. 8



Applicants: Baumgartner et al.

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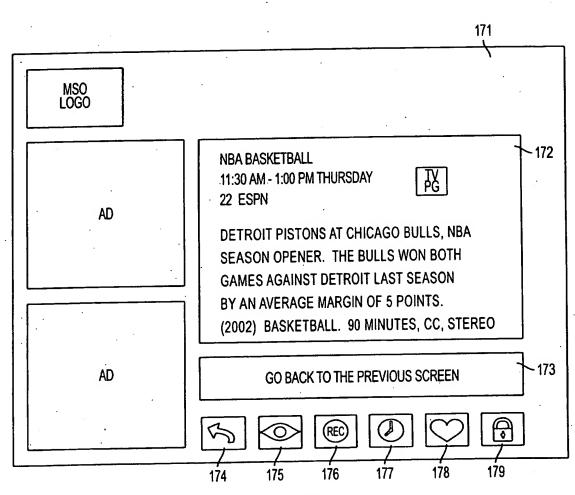


FIG. 11

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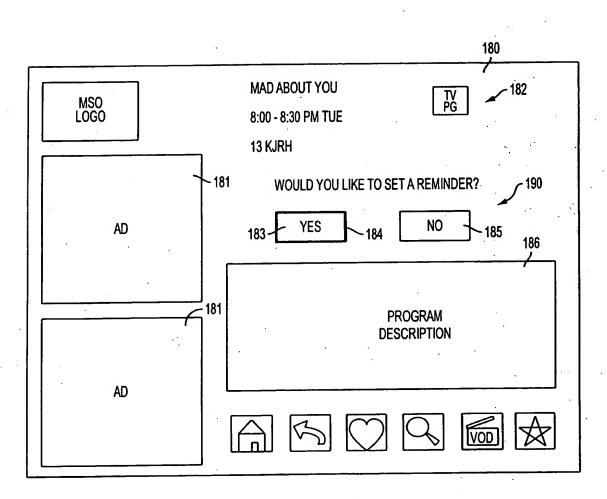


FIG. 12

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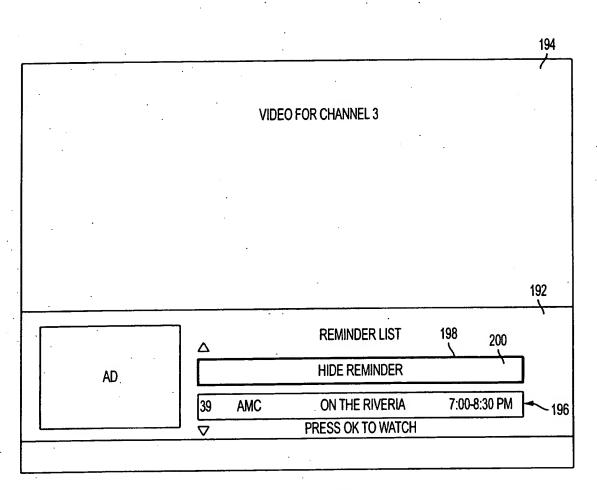


FIG. 13

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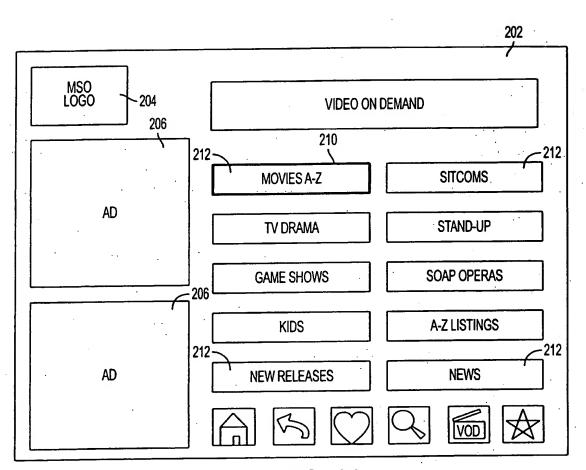


FIG. 14

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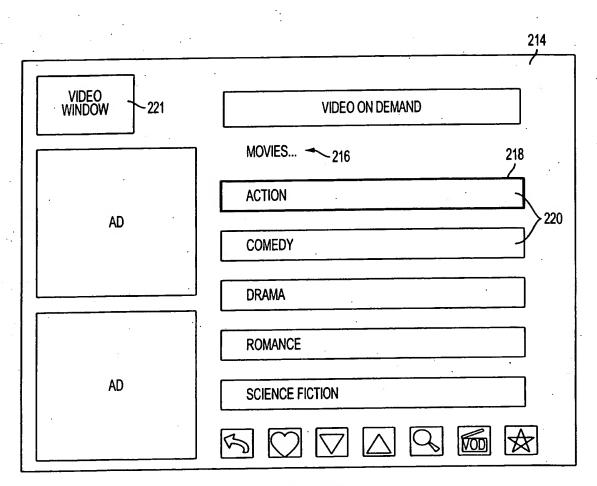


FIG. 15

Applicants: Baumgartner et al. UV-254
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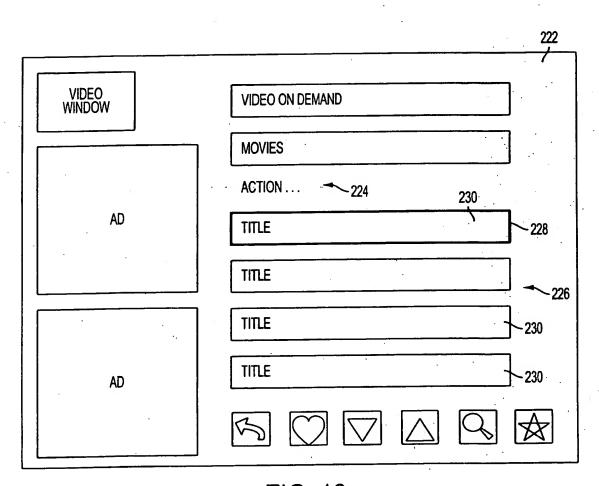


FIG. 16

Applicants: Baumgartner et al.

Application No.: To Be Assigned
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TEMPLATES FOR MANAGING VENDOR-SPECIFIC
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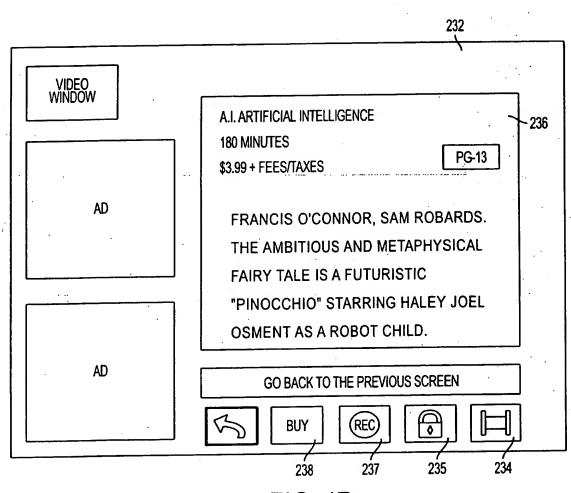


FIG. 17a

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VIDEO-ON-DEMAND CONTENT

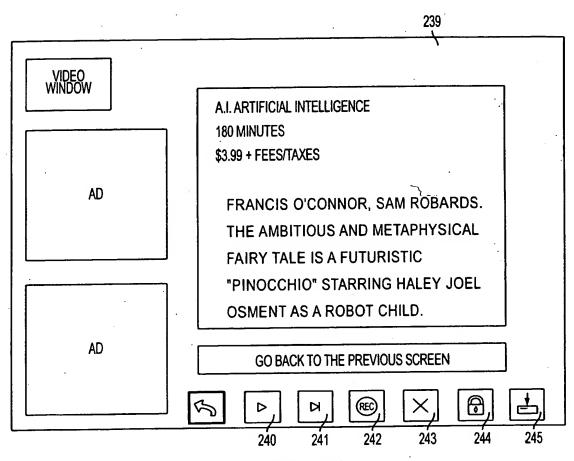


FIG. 17b

Applicants: Baumgartner et al. UV-254
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For: INTERACTIVE TELEVISION SYSTEM WITH
TEMPLATES FOR MANAGING VENDOR-SPECIFIC
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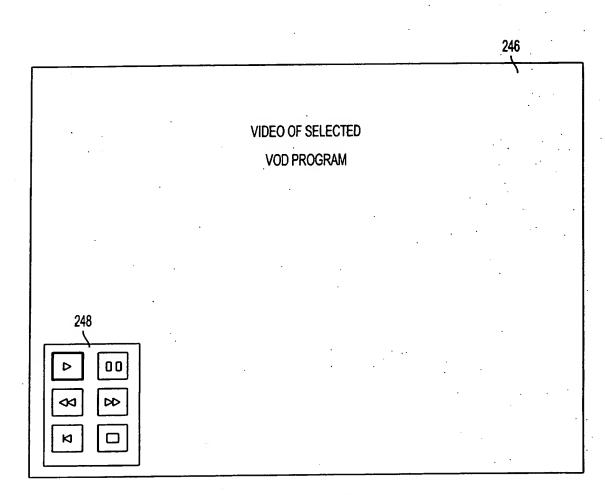


FIG. 18

Applicants: Baumgartner et al. UV-254
Application No.: To Be Assigned
Conf. No.: To Be Assigned Filed: Herewith
For : INTERACTIVE TELEVISION SYSTEM WITH
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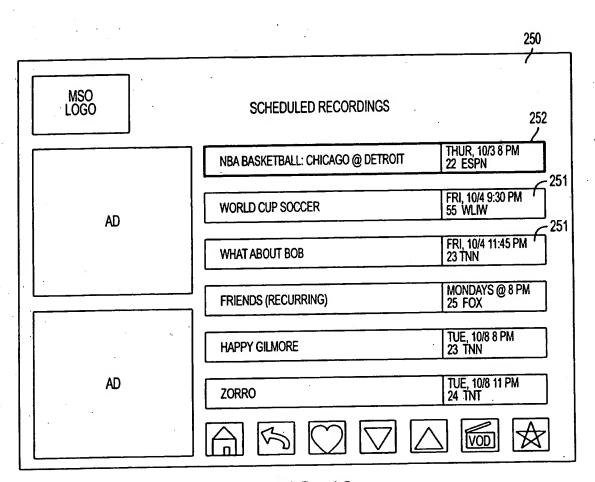


FIG. 19a

Applicants: Baumgartner et al. UV-254
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For: INTERACTIVE TELEVISION SYSTEM WITH
TEMPLATES FOR MANAGING VENDOR-SPECIFIC
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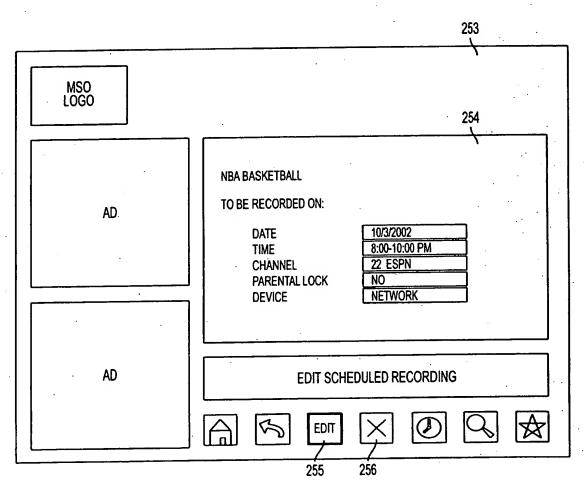


FIG. 19b

Applicants: Baumgartner et al. UV-254
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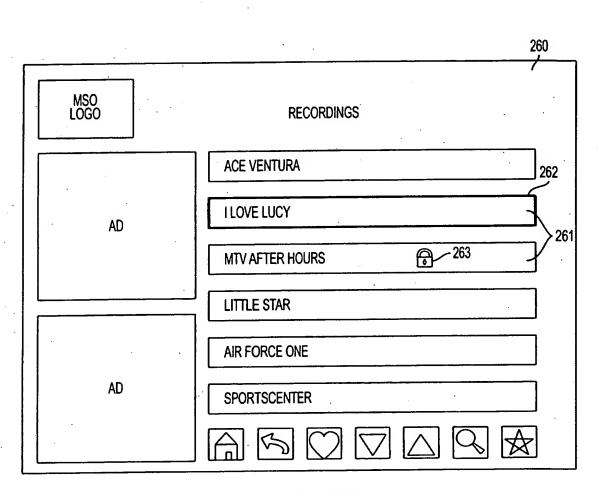


FIG. 20a

Applicants: Baumgartner et al. UV-254
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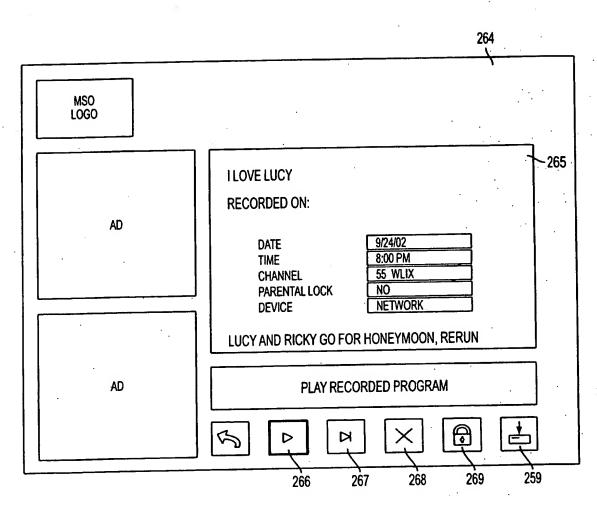


FIG. 20b

Applicants: Baumgartner et al. UV-254
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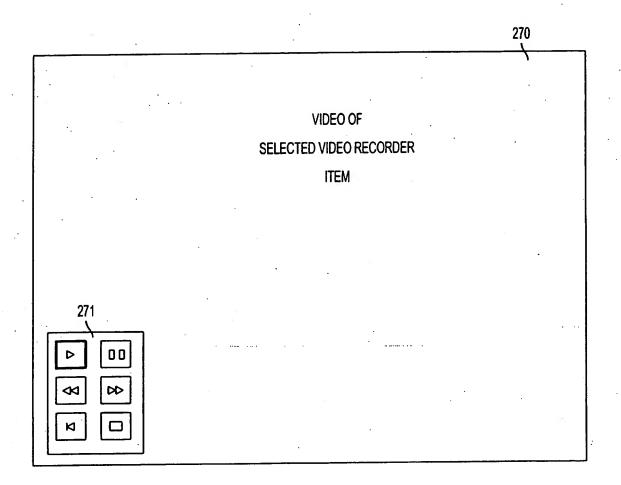


FIG. 21

Applicants: Baumgartner et al. UV-254

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TEMPLATES FOR MANAGING VENDOR-SPECIFIC
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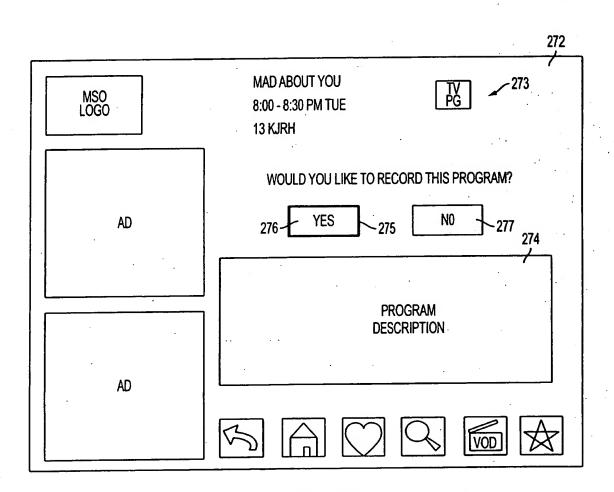


FIG. 22

Applicants: Baumgartner et al. UV-254
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For: INTERACTIVE TELEVISION SYSTEM WITH
TEMPLATES FOR MANAGING VENDOR-SPECIFIC
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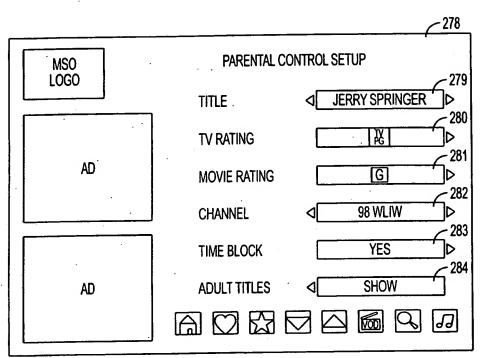


FIG. 23a

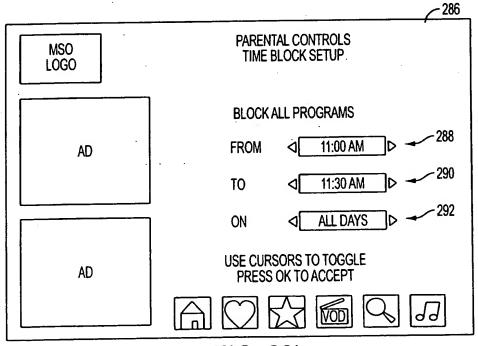


FIG. 23b

Applicants: Baumgartner et al.
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For: INTERACTIVE TELEVISION SYSTEM WITH
TEMPLATES FOR MANAGING VENDOR-SPECIFIC
VIDEO-ON-DEMAND CONTENT
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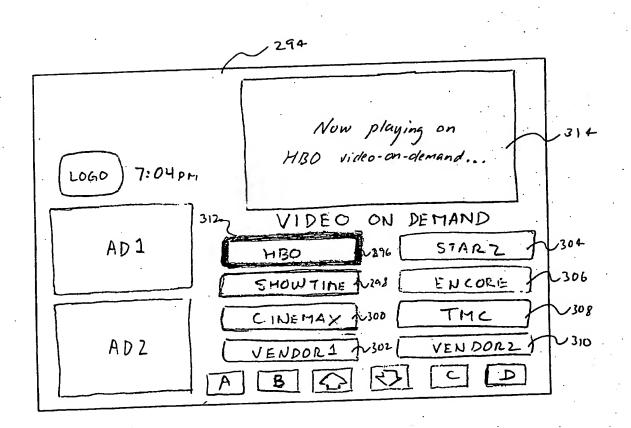
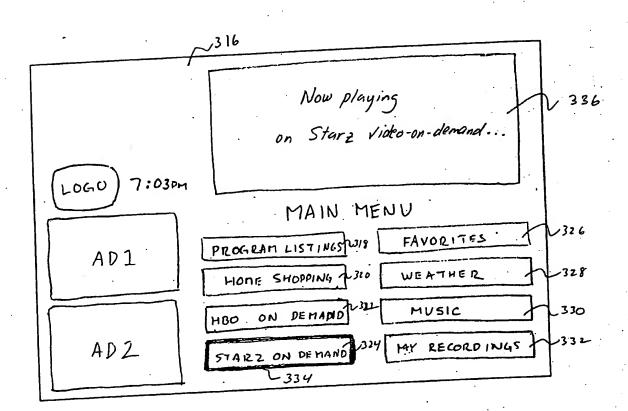
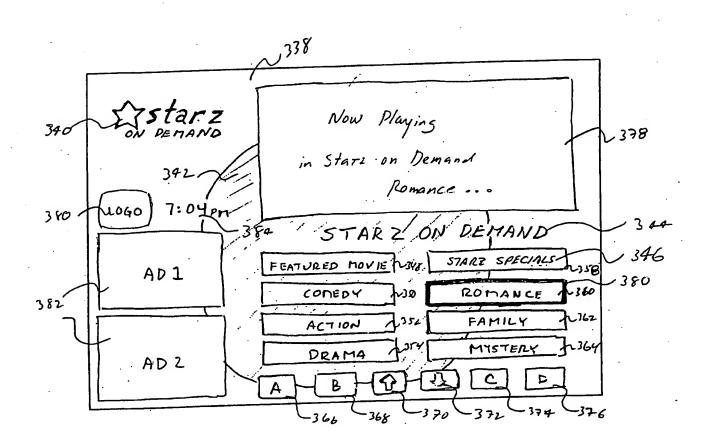


FIG. 24

Applicants: Baumgartner et al. UV-254
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Conf. No.: To Be Assigned Filed: Herewith
For: INTERACTIVE TELEVISION SYSTEM WITH
TEMPLATES FOR MANAGING VENDOR-SPECIFIC
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F1G.25



F1G.26

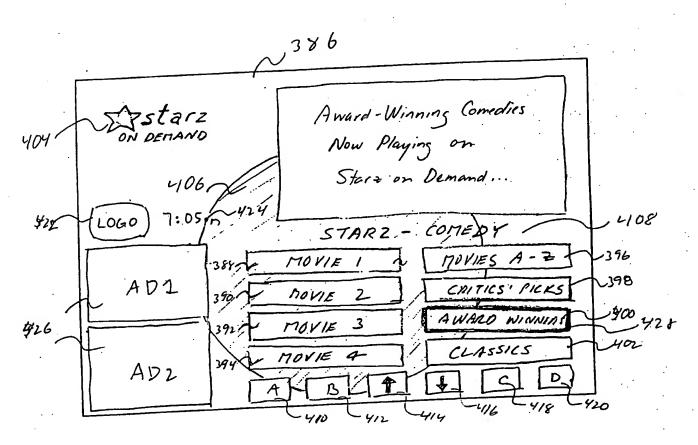
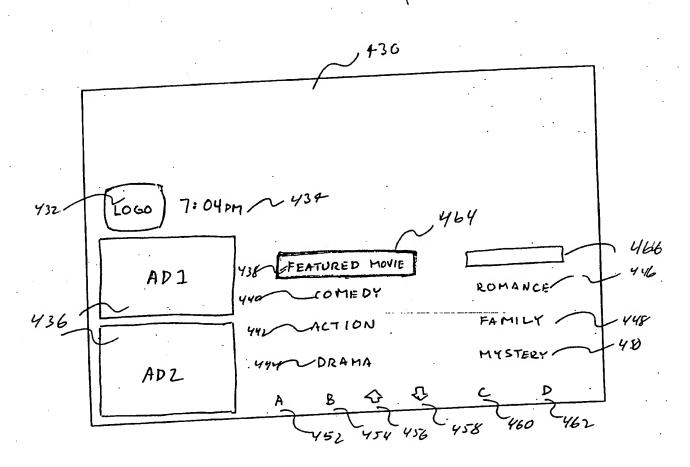


FIG. 27

Applicants: Baumgartner et al. UV-254
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F16.28

VIDEO-ON-DEMAND CONTENT 31/31 VENDOR-SPECIFIC **PROVIDES** VENDOR INTERACTIVE TO **ELEMENTS** INTERFACE TELEVISION SYSTEM (E.G., BY MAIL, FAX, EMAIL, NETWORK, INTERNET, DELIVERY, ETC.) PROVIDE ONE OR MORE INTERFACE TEMPLATES TO APPLICATION (E.G., REMOTE SERVER, MEMORY STORAGE, ETC.). PROVIDE USER WITH OPPORTUNITY TO DIRECT APPLICATION TO DISPLAY VENDOR-SPECIFIC 520 INTERFACE SCREEN (E.G., SELECTION OF OR PRE-NAVIGATIONAL ICON, OPTION, CONFIGURED KEY, ETC.) USER DIRECTS APPLICATION TO DISPLAY VENDOR-SPECIFIC INTERFACE SCREEN INTERFACE APPROPRIATE DETERMINE TEMPLATE AND VENDOR-SPECIFIC INTERFACE 530 ELEMENTS BASED ON USER'S DIRECTION IN GENERATE VENDOR-SPECIFIC ORDER TO INTERFACE SCREEN. PROVIDE VENDOR-SPECIFIC INTERFACE SCREEN TO APPLICATION (E.G., REMOTE SERVER, MEMORY STORAGE, ETC.)

UV-254

Filed: Herewith

Applicants: Baumgartner et al. Application No.: To Be Assigned

For: INTERACTIVE TELEVISION SYSTEM WITH TEMPLATES FOR MANAGING VENDOR-SPECIFIC

Conf, No.: To Be Assigned

GENERATE AND DISPLAY VENDOR-SPECIFIC INCORPORATING BY SCREEN INTERFACE VENDOR-SPECIFIC INTERFACE ELEMENTS INTO INTERFACE TEMPLATE. CONFORM INTERFACE ELEMENTS OR SUBSTITUTE WITH DEFAULT ELEMENTS AS NECESSARY.

FIG. 29

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